

## **MINUTES**

### **PLAN FOR PLANNING STEERING COMMITTEE**

June 10, 2010 Work Meeting

3:00 pm at Teton County Courthouse

**In attendance:** Larry Young, Kathy Rinaldi, Darryl Johnson, Shawn Hill, Jeff Potter, Dahvi Wilson, Kevin Owyang

**Staff:** Patrick Vaile

**Others:** Anna Trentadue

#### **Discussion and Action:**

Mr. Young opened the meeting at 3:05 pm, and stated that he felt the role of this committee is staging the mechanics for the comprehensive planning process.

Ms Wilson asked if the role would be conventional or unconventional.

Mr. Potter noted that identifying the stakeholders is important to do first.

Mr. Hill said the committee needs to balance quantity with quality to keep people interested throughout the process.

Ms Wilson stated that the committee and county should front-load public participation first and should do it now.

Mr. Potter asked if more people should be recruited for this committee. He felt the committee should be expanded to broaden representation from the LDS, elderly, agricultural and Hispanic communities. He suggested Aaron Driggs and Julie Robinson as two possible recruits.

Ms Wilson said the perception in the community is already that this is an elite committee and it needs to be more diverse.

Leland Christensen was suggested as a possible LDS representative.

It was decided to postpone the election of officers until the expanded committee meets.

Mr. Young reviewed the history and process for the 2004 Comprehensive Plan, stating that the process made it very difficult for active and continued public participation. He asked what the Comprehensive Plan committee structure should be for the new Comprehensive Plan.

Ms Wilson said that a broader committee is needed before that future structure can be decided. She stated there needs to be a huge public activity and mapping activity of who's here in the county and who the representatives on the committee are.

Mr. Young noted that terminology needs to be kept straight between the P4P steering committee and the next phase Comprehensive Plan committee or committees.

Ms Trentadue compared the upcoming planning process to the PUD ordinance changes in 2008, where the same entrenched people involved in the process, at the end of the process, disavowed the product. We want to avoid that here.

Mr. Potter stated that the committee member's job is to represent his/her stakeholders, but also to work toward decision-making of the objectives of the process.

Ms Wilson felt the P4P Committee should be expanded first, then have meetings of the committee.

A public relations (PR) awareness campaign during the summer was discussed.

Mr. Vaile noted that the preliminary timeline was to have a RFP out in September, and hiring of a consulting firm to commence the comprehensive planning phase in October. The comprehensive plan advisory committee or committees should have its/their first meeting when the consultant first begins the process locally.

The consensus was to: 1. Expand this committee with broader representation; and 2. Do a PR campaign this summer.

Ms Trentadue recommended that non-profit organizations be enlisted to assist with the top priority PR events and activities.

Mr. Young stated that the committee can still work on the public participation process now.

Discussed were: 1. The first priority should be a public participation strategy on what the public wants Teton County to be; and 2. This committee should conduct the visioning prior to a consultant being hired.

Mr. Potter listed some important questions: 1. Who are we? 2. What is a comprehensive plan? 3. What are the most important elements in a comprehensive plan?

Mr. Hill stated that the word needs to get out during the last month prior to the consultant starting work that the comprehensive plan is coming and this is what that means. We should do information and education now, and then start the issues identification in the fall.

Ms Wilson thought this committee should be identifying the leaders now and getting them on board. She mentioned “branding” the comprehensive plan.

Mr. Potter called this first step as a “call to action”.

Mr. Owyang stated that we could contact those who we think should be directly involved in the process, and if they can't or don't want to be directly involved then ask them how they want to be involved or how they want to be kept informed.

Mr. Potter listed 5 goals of the PR campaign:

1. Raise awareness.
2. Educate the public about what is involved in the planning process and why the plan (process?) is important.
3. Soliciting and recording public input.
4. A call to action.
5. How do you want to be involved indirectly and what ongoing education is desired?

Mr. Vaile asked the committee members to work on the following:

1. Recruit people to broaden this committee
2. Prepare an extensive stakeholder's list
3. Provide ideas on the materials (handouts) that are needed for the next few months
4. Identify for the first month (next meeting) what we are going to do, and then for the second month (following meeting) how we are going to solicit input

Mentioned were: Broad-based parameters; General ideas; Contact list; and Basic materials for the 4<sup>th</sup> of July.

**Future Meetings:** The discussion was the future meetings of this committee would work best in late afternoon Monday or Wednesday, or Friday morning.

**Next Meeting:** Tuesday, June 22, 2010 at 3:00 pm  
Location: Same room, i.e. Commissioner's Chambers in the courthouse (1<sup>st</sup> floor)

Mr. Vaile was asked to prepare a one-half page list of duties and scope of this committee. He was also asked to set-up an email train through him.

**Adjourn:** The meeting adjourned at 5:15 pm

Respectfully submitted,  
Patrick M. Vaile, Planning Administrator